

Classification: **Marketing Specialist**
Working Title: **Social Media Assistant**
Position Number: 524583

POSITION SUMMARY

Under the supervision of the Creative Marketing Manager, this position will assist with social media strategies and initiatives, as well as day-to-day social media activities for Travel Wisconsin. This position will support the development, scheduling, and deployment of content across Travel Wisconsin social media channels including, but not limited to, Facebook, Instagram, Twitter, Pinterest, YouTube, TikTok and others.

In addition, this position will assist with channel management activities including monitoring, tracking and reporting. This position will work with marketing, public relations, and Travel Wisconsin's agency of record to assist with the development and execution of engaging social media campaigns across multiple channels that are integrated into business strategies and marketing campaigns. This project position plays a critical role supporting the increase in programmatic work resulting from COVID-19 relief funds administered to bolster the Tourism Economy's recovery. The term of this project position concludes September 30, 2023.

This position is headquartered at Travel Wisconsin's office in Madison, WI (3319 West Beltline Highway, Madison, WI 53708) and will have the option of working remotely up to 3 days per week upon agreement of the Supervisor. This schedule may change based on operational needs and organizational requirements.

GOALS AND WORKER ACTIVITIES

45% A. Assist with social media content development.

A1. Assist with producing more content to engage target audiences as they move through the marketing funnel.

A2. Work with internal and external teams to assist with the development, scheduling and deployment of content across all social media channels including, but not limited to, Facebook, Instagram, Twitter, Pinterest, YouTube, TikTok and others.

A3. Support social media campaigns and communications to extend and support marketing initiatives and promote the Travel Wisconsin brand to target audiences. Function as a storyteller and brand ambassador for Travel Wisconsin on social media.

A4. Assist with the developing, planning and execution of monthly social media calendars.

A5. Research, select, edit, and store photo assets for distribution on social channels.

45% B. Assist with management and measurement of social media channels.

B1. Assist with managing more social media channels to engage target audiences as they move through the marketing funnel.

B2. Work with internal and external teams to assist with maintenance and monitoring of content across all social media channels including, but not limited to, Facebook, Instagram, Twitter, Pinterest, YouTube, TikTok and others.

B3. Use metrics/analytics to track and assess effectiveness of social media campaigns, content, and promotions.

B4. Assist with building reports and presenting performance results.

10% C. Perform other duties as assigned.

C1. Write copy for additional projects including, but not limited to, in video copy, digital ads, blogs, and others.

C2. Other duties as assigned.

Knowledge, Skills, and Abilities

1. Excellent writing, research and editing skills.
2. Coursework or training in communications or writing, or related field and practical experience.
3. Strong organizational and planning skills.
4. Understanding of social media strategies
5. Understanding of integrated marketing, content marketing strategies and brand development.
6. Experience publishing online content and proficiency with Microsoft Office Products.
7. Ability to work collaboratively and as part of an integrated marketing team.
8. Detail oriented; able to prioritize and meet deadlines.
9. Excellent communication skills.
10. Strong critical thinking, problem solving and analysis skills.
11. Knowledge of diversity, equity, access, and inclusion (DEAI) concepts and ability to promote and implement DEAI concepts